## ABSTRACT OF THE INVENTION

A data storage system allows a subscriber to store data at the time the subscriber experiences the date with an indication, such as a press of a button or a voice command. The indication causes a request to obtain and store the data to be issued. For example, the subscriber can store music while listening to it, store movies while viewing them, or store movie soundtracks while viewing movies. The entire music file can be stored, for example, in a vehicle in which the subscriber is traveling. For some environments, such as storage in a cellular telephone, a portion of the music is stored in a format compatible for that environment, such as cellular telephone ring tone format. When the indication is received, a determination is made as to which music is required, generally by determining the time of the indication. The music heard by the listener is then downloaded for storage in accordance with the subscriber's request.